

Historic, Archive Document

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ROOSTER TREES

ASSURE PROPER POLLINATION!



A RECORD-BEARING
CORTLAND APPLE TREE
PROPERLY POLLINATED BY
A "ROOSTER" TREE

For a Full Yield of Fresh Fruit Each Year

Plant 1 "ROOSTER TREE" to Each 8 or Less of the Other Varieties Selected

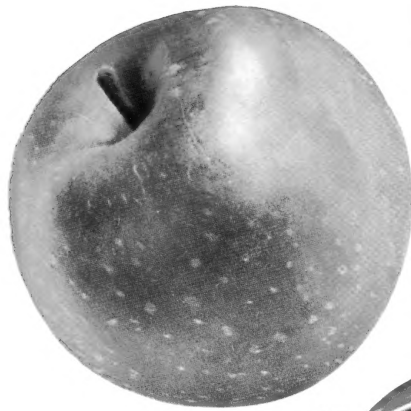
POLLINATION CHART

The first column lists all varieties pictured in your plate book (pages 72 to 76 inclusive.) The second column gives the key number of the eight "Rooster" Trees pictured in this folder. Where more than one key number is given customer may choose the "Rooster" variety he likes best to pollinize the variety or varieties selected from plate book.

Varieties
That Must Be
Pollinated by
a Rooster Tree

Rooster Tree
Pollinators

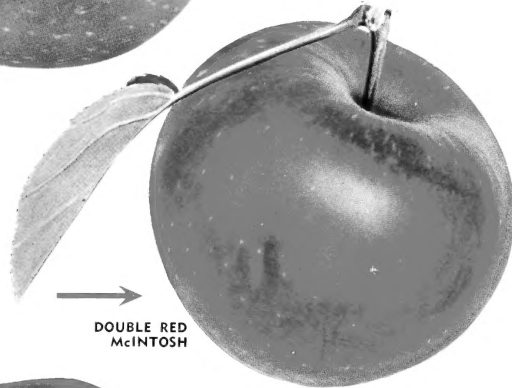
Cortland	2-3-6-7
Red Astrachan	8
Yellow Transparent	3-4-5-6-7
Early Harvest	1-5
Gravenstein	2-3-4-5-8
Wealthy	1-2-5-6-8
R. I. Greening	1-2-3-5-6-7-8
Dark Red McIntosh	1-3-4-6-7-8
Macoun	6
Yellow Delicious	7-8
Golden Grimes	1-5
Red Rome Beauty	1-2-3-4-5-8
Gallia Beauty	1-2-3-4-5-7-8
Stayman's Winesap	6
Northern Spy	2-4-5-6-7-8
King	2
Red Delicious	7-8
Banana	1-5
Jonathan	2-3-5-6-7
Baldwin	1-2-3-4-5-6-7-8



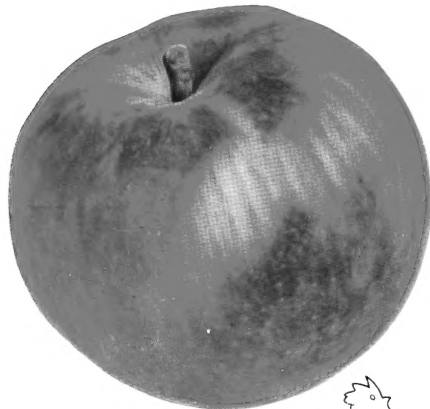
YELLOW
TRANSPARENT



1.



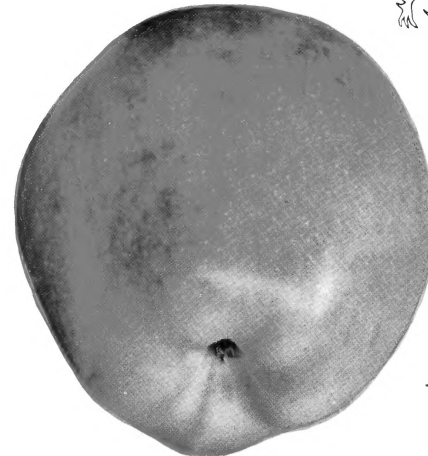
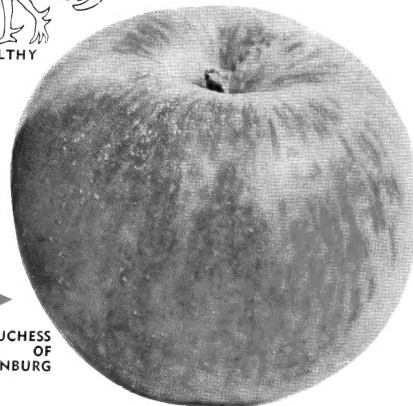
DOUBLE RED
McINTOSH



WEALTHY



DUCHESS
OF
OLDENBURG



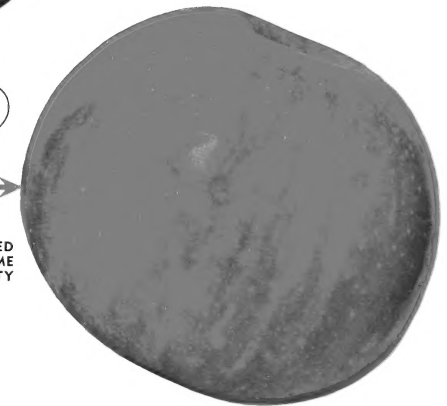
JONATHAN



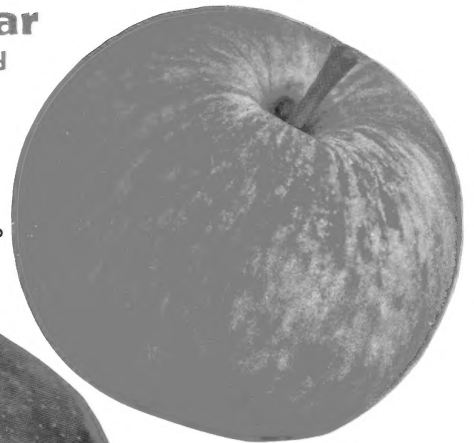
RED
DELICIOUS



RED
ROME
BEAUTY



CORTLAND



ASSURED POLLINATION

IS THE RESULT OF PROPER SELECTION AND THE PLANTING OF

"Rooster" Trees



Sometimes fruit trees, particularly apple trees raised from even the best nursery stock fail to bear heavily or regularly. The fault is not in the trees, but in the way the planting was originally planned. You may have heard someone say: "I have an apple tree that blooms beautifully and heavily but very little fruit sets on it."

Here's a simple explanation, **why this happens.**

Most all pullets or hens, you know, will lay eggs. But if you want to hatch eggs you must have a rooster to fertilize those eggs before they're laid. It takes about one rooster to every 15 or 20 hens. It's very much like that with an apple tree.

The fruitful part of the flower in a fruit tree is in the center. The pistils are the female part; the stamens, the male part. Fertilization, so that fruit will set, comes by way of a bee or the wind carrying the pollen powder from the stamen of one variety to the pistil of another variety.

Some fruit trees fertilize themselves—they are self-fertile. Some are partly self-fertile. Others are entirely sterile—not self-fertile. This guide enables you to select varieties that are effective in fertilizing the flowers of fruit trees that require cross pollination.

Let's call this kind of a tree "A Rooster Tree."

Now, even with trees that are self-fertile, it is better to plant other varieties, those that are sterile or part-sterile with them. All the trees produce better when planted that way—even the rooster kind.

Now here is a very important part of your service to your customer, because any group of fruit trees should include enough of the rooster kind of trees to insure a full set of fruit and a succession of fruit every year.

The apple pollination chart on the inside pages of this folder shows you what varieties go with each other for best results, and how many to recommend for each planting of each variety.

It is not enough to furnish pedigreed stock nurtured and cared for as we do it, but we insure in the last step, the fruitfulness of the trees we supply.

That's different from the service given by an ordinary salesman of nursery stock, or the service given by a mail order concern. The pictures of fruit the ordinary nursery salesman shows may look fine. The varieties may seem all right. The time they're supposed to bear and ripen is according to the customer's wish. But he has no way of knowing what varieties go best with other varieties to get the most out of his trees, unless he has the competent advice of a fruit advisor like yourself who is equipped and schooled as you are on assured pollination.

USE POLLINATION CHARTS AND PICTURES OF "ROOSTER" TREES (See Inside Pages)

Whenever you are selling apple trees (whether it is only a few for the city back yard, a small farm family fruit garden or an extensive commercial orchard) always spread out this folder by the side of your plate book and leave it open so your customer can clearly see and choose the proper "Rooster" trees to be planted with each variety he selects from your plate book.

The ratio is one "Rooster" Tree to each eight trees (or less) of the varieties pictured in plate book.

The city home owner who has only space to plant one apple tree, need not be concerned about pollination as he is not interested in maximum production.

The use of the pollination chart and pictures of the "Rooster" Trees in this folder, when used properly, is the most convincing feature in your entire fruit selling program.

SWEET CHERRIES, PEARS AND PLUMS ALSO REQUIRE "ROOSTER" TREE POLLINATION

"Rooster" Tree

Varieties "Rooster" Tree Will Pollinate

Black Tartarian	Windsor, Napoleon, Schmidt's Bigarreau, Yellow Spanish, Governor Wood
Napoleon	Schmidt's Bigarreau, Black Tartarian, Yellow Spanish, Governor Wood
Schmidt's Bigarreau	Windsor, Black Tartarian, Napoleon, Yellow Spanish

CHERRIES

PEARS

Bartlett	Beurre d'Anjou, Clapp's Favorite, Flemish Beauty, Duchess D'Angouleme
Duchess D'Angouleme	Bartlett, Kieffer, Seckel, Flemish Beauty, Beurre D'Anjou

PLUMS

Abundance	Burbank, Wickson, Red June
Burbank	Abundance, Wickson, Satsuma, Bradshaw

PEACHES

Elberta	Hale (no other varieties of Peach Trees require pollination)
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